

PATRICIA (TRISH) ANASTOS



Trish is a seasoned executive coach and business advisor focused on leadership development. She partners with business executives to identify meaningful goals, and then develops plans designed to shift behaviors that will lead to personal and organizational success. Leaders are more self-aware, able to leverage their strengths, and develop effective relationships.

Trish creates trust-based relationships with her clients by combining curiosity and regard for people with her refreshing style and sense of humor. She helps executives as they on-board into new positions, expand their scope of responsibility, develop their emotional intelligence, as well as cultivate their personal brand of executive presence. Team facilitation on purpose, values, and building resilience is also part of her offering. Trish has coached, partnered and consulted with C-suite executives, senior and high-potential leaders in financial services, software, healthcare, energy, packaged goods, fast food, and real estate, among other industries.

Clients recognize the value of Trish's corporate experience and a successful track record of driving revenue growth. At Young & Rubicam she worked with a range of clients in various industries including fast food, packaged goods, automotive, technology, real estate, and toys. With P+L responsibility, she grew revenue over 500% and served in a variety of leadership positions, including Chief Operating Officer in the Irvine office. Under her leadership the agency expanded to over 500 employees. At The Leo Burnett Company, she led cross-functional teams in the development of business building programs, consumer strategy, and advertising.

Trish has a broad base of experience with corporate clients including, Acacia Wealth Advisors, Amgen, Arco, Behr Paint, Blue Energy, Chevron, Eagle Community Credit Union, Edwards Lifesciences, Ford, Kellogg's, KFC, Kraft., Mattel, McDonald's, Microsoft, Mitre, Pacific Life, PepsiCo, Perrigo, Pizza Hut, Prudential Real Estate Affiliates, Ross Stores, Sage Software, Taco Bell, The Wharton School, Young & Rubicam.

She holds an MBA from the Kellogg School at Northwestern University, where she participated in an accelerated program with a concentration in marketing, as well as a BS in Economics from the Wharton School. She earned her certification from The Hudson Institute of Coaching, is credentialed by the International Coaching Federation, is a faculty coach for Linkage. She is also certified in Myers Briggs Type Instrument (MBTI), and various EQ and 360 assessments.

REPRESENTATIVE ASSIGNMENTS:

EVP, Marketing (Fortune 500 Company): While he was regarded highly for his functional expertise, strategic agility, and interpersonal skills, this executive came up short in his ability to develop a high performing team. Feedback indicated that he diverted his time away from driving initiatives for new revenue sources in order to provide support to his team. Coaching focused on developing an approach to increase accountability from his direct reports. He shifted his feedback approach to focus on their behavior. Within six months, his team was able to function more independently.

VP of Strategy (Fortune 100 Company): Working on an intensive project with a highly matrixed reporting structure, the executive was not contributing to the team at the expected level. Unable to navigate relationships with peers and her senior team, she began to feel isolated. Based on her weakened performance, she was given a deadline to improve. The coaching plan focused on developing a higher level of self-awareness, a more empathic approach in dealing with team members, and a communication approach that delivered her message with greater impact and clarity. The executive successfully completed the project and negotiated a move to a new position within the organization.

Marketing Director (Energy Company): The client's 360 assessment indicated that she was strong on many of the company's leadership competencies except for executive presence. Given her role in leading agency partners and giving presentations at industry conferences, this deficiency was a potential obstacle to reaching the next level of management. Coaching focused on improving executive presence, including showing more confidence and poise while delivering presentations. After several months of demonstrating her improved executive presence, the client was asked to move to the next level on an interim basis.